

Client Computing Device 100

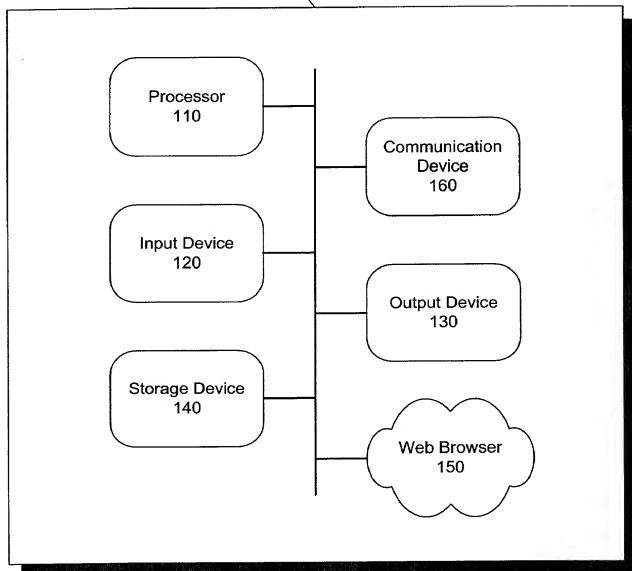


FIG. 1

FIG. 2 is a block diagram of a network architecture for a sweepstakes system. The architecture includes a Sweepstakes Repository 200, a Computer Network 230, a Sweepstakes Manager 210, and a Consumer 220. The Sweepstakes Repository 200 contains a Relational Database 250, Application Software 260, and a Web Server 240. The Sweepstakes Manager 210 is represented by a computer icon labeled CCD 100a. The Consumer 220 is represented by a computer icon labeled CCD 100b. The Computer Network 230 is represented by a cloud icon. Network Link 225a connects the Sweepstakes Manager 210 to the Computer Network 230. Network Link 225b connects the Consumer 220 to the Computer Network 230. Network Link 225c connects the Computer Network 230 to the Sweepstakes Repository 200. The Relational Database 250 is connected to the Web Server 240 via a dashed line.

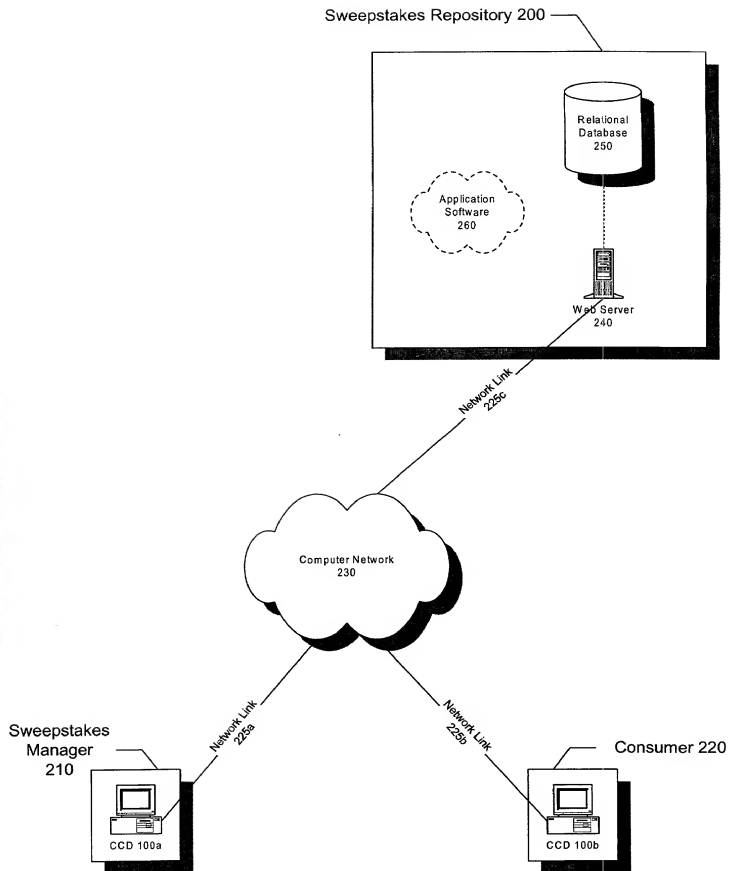


FIG. 2

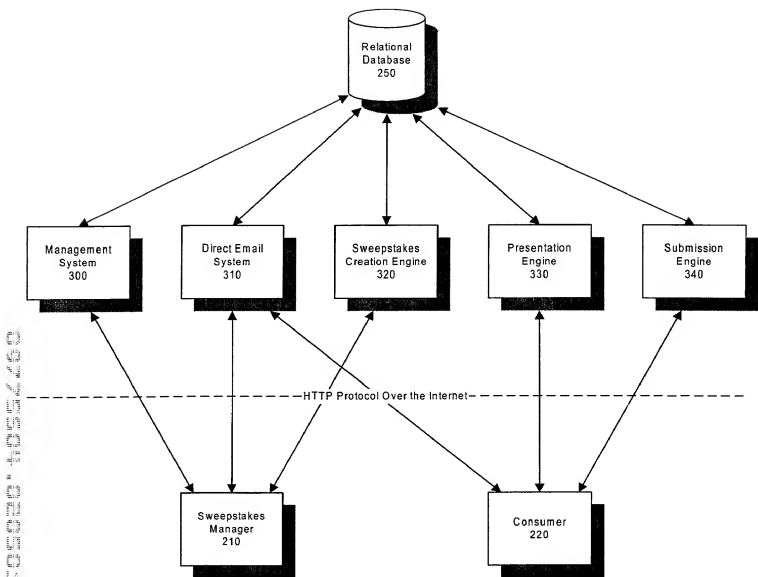


FIG. 3

FIG. 4

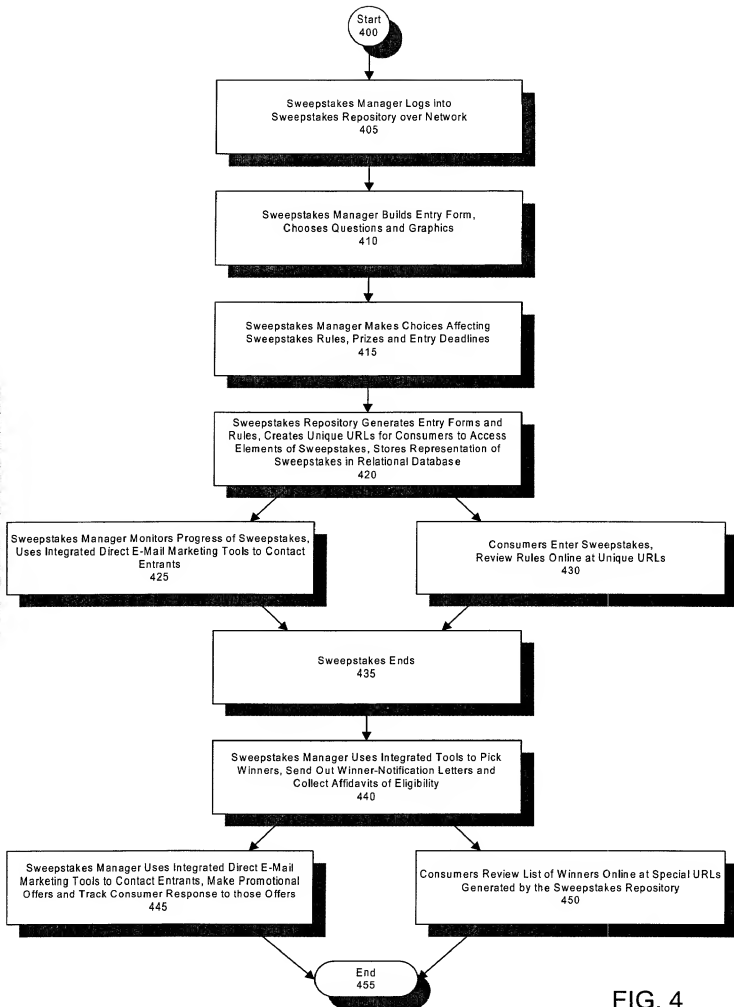


FIG. 4

Web Browser 150

Creating a Sweepstakes - Microsoft Internet Explorer provided by Kenyon & Kenyon

File Edit View Favorites Tools Help

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Address <http://sweepstakes.doubleclick.net/exec/createsweep> Go

Sweepstakes creation

Your New Sweepstakes

What is the title of this sweepstakes? Example: Win a free trip

When would you like the sweepstakes to start? Jan 28 2001

What would you like your sweepstakes' nickname to be? ? Nicknames cannot contain spaces

How many drawing dates will there be?

At each drawing, how many prize levels will you have? ?

Official Sponsor Information

This information is required for the Official Rules:

Sponsoring company name:

Address line 1:

Address line 2:

City, State, Zip:

Privacy Policy URL: ?

Initial Entry Form Questions

Don't worry - you'll be able to change this later

Email and Opt-Out Mailing List questions are required.

☒ First Name ☒ Last Name ☐ Gender ☐ Age ☐ Income

☐ Education Level ☐ Street Address ☐ City ☐ State ☐ ZIP/Postal Code

☐ Tell a Friend!

Internet zone

FIG. 5

Web Browser 150

Creating a sweepstakes - Microsoft Internet Explorer provided by Kenyon & Kenyon

File Edit View Favorites Tools Help

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Address http://sweepstakes.doubleclick.net/exec/createsweep?db=test&sweep&page=2&entry=1&mode=CREATE&num_dates=1 Go

DoubleClick Home Create Manage My Account Logout Help

DoubleClick Sweepstakes Hello, Test User

Drawings and prizes

Entry Deadlines

For each drawing, there must be an entry deadline. Only entries received on or before the deadline will be considered for a drawing.

Enter entry deadline #1 Jan 30 2001

Prizes

All prizes listed below will be awarded at each drawing. Prize descriptions will be used for legal purposes, so avoid promotional language. Please provide as much detail as possible including brand, make, style, or model, as appropriate. If you are awarding travel or an automobile, certain information is required. Still unsure? Check out our [sample descriptions!](#)

For the First Prize, you'll award 1 Mountain Bike, worth \$3000.00 each.

First Prize full description A new Mountain Bike, delivered to the home of the winner.

Continue

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Read DoubleClick Sweepstakes' Privacy Policy & Terms of Service

Internet zone

FIG. 6

Web Browser 150

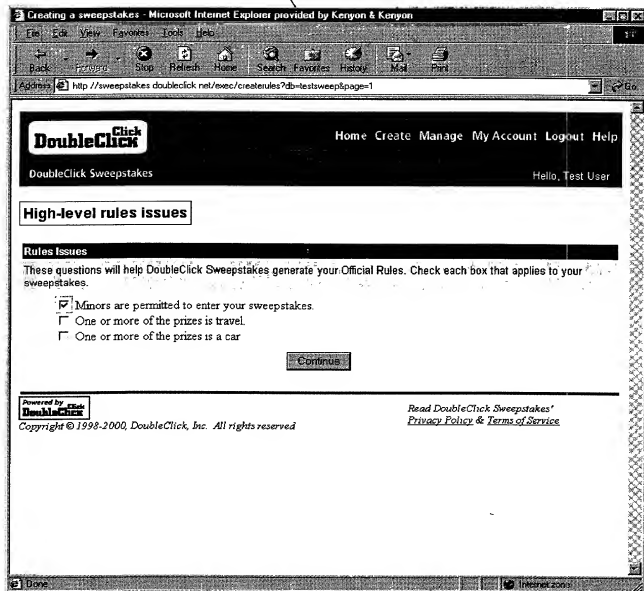


FIG. 7

Web Browser 150

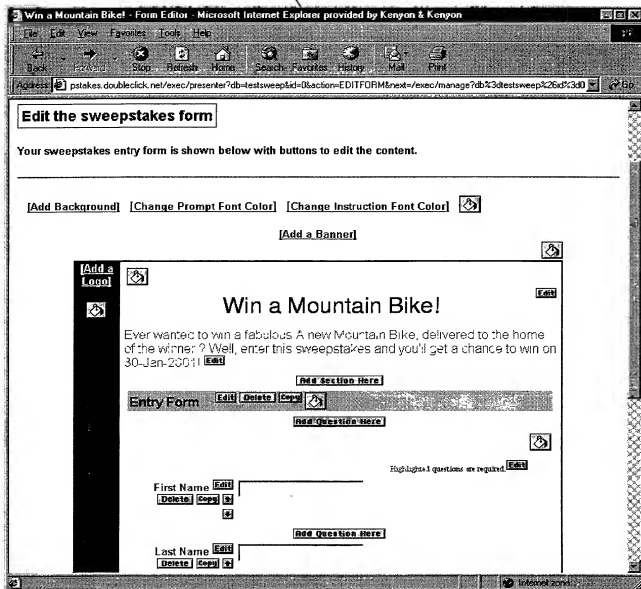


FIG. 8

Web Browser 150

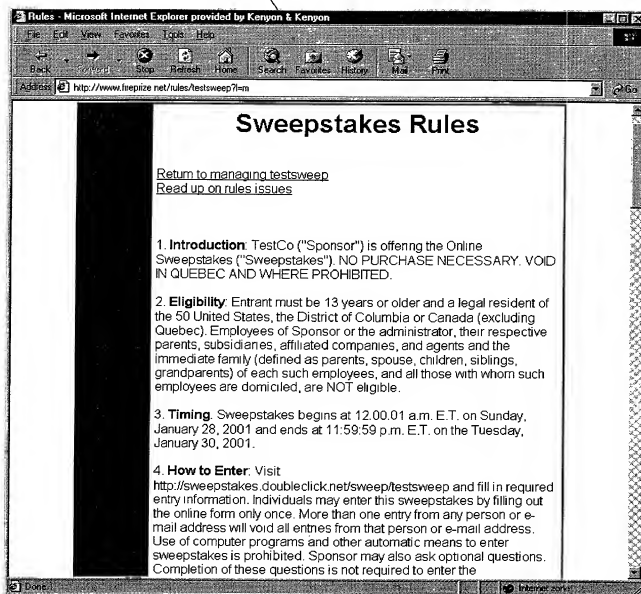


FIG. 9

Web Browser 150

Win a Mountain Bike! - Microsoft Internet Explorer provided by Kenyon & Kenyon

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Address <http://www.firestone.net/sweep/testswesp>

This sweepstakes is currently UNPAID and INACTIVE.

Win a Mountain Bike!

Ever wanted to win a fabulous A new Mountain Bike, delivered to the home of the winner ? Well, enter this sweepstakes and you'll get a chance to win on 30-Jan-2001!

Entry Form

Highlighted questions are required.

First Name

Last Name

Email Address

☒ Yes, I want TestCo to notify me by e-mail of exciting new products and services whenever they are available

Prizes [Official Rules & Privacy Policy](#)

This sweepstakes is currently UNPAID and INACTIVE.

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Done Internet Zone

FIG. 10

Web Browser 150

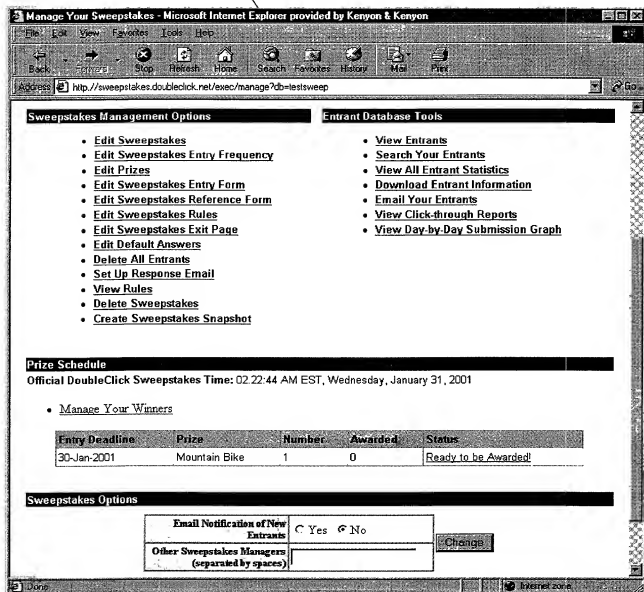


FIG. 11

Web Browser 150

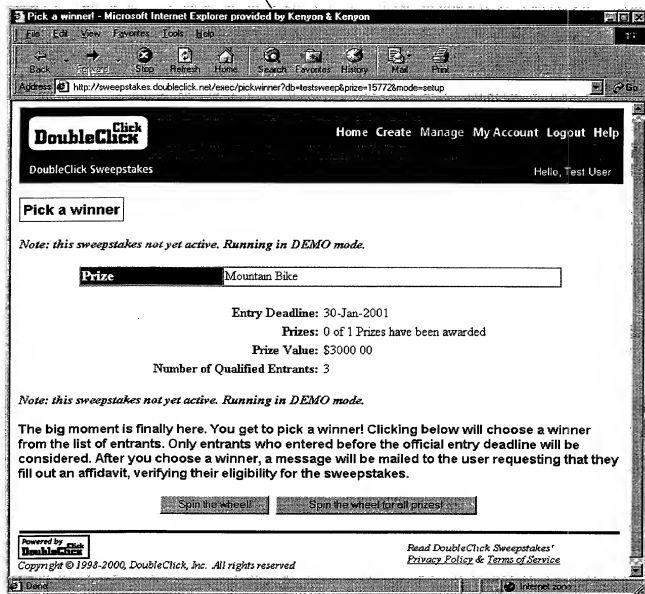


FIG. 12

Web Browser 150

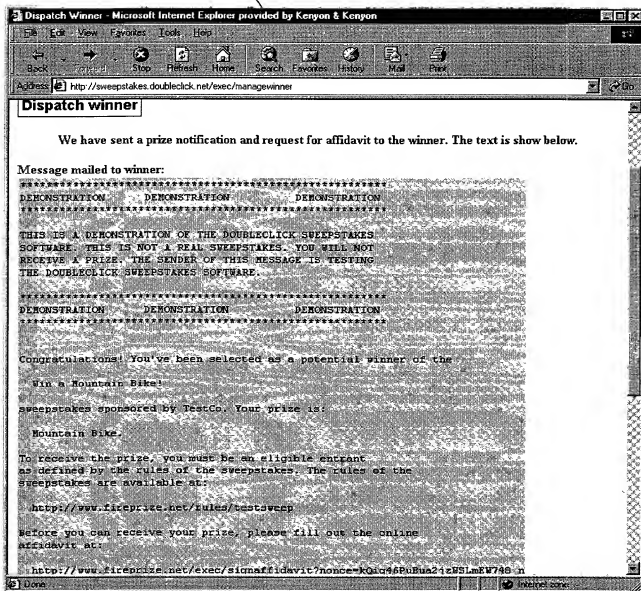


FIG. 13

Web Browser 150

Quality for Prize - Microsoft Internet Explorer provided by Kenyon & Kenyon

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Address http://www.lisepize.net/ewec/signalidawl7morce-kDig46Pu8ua2q4vSLnEW748_n

Congratulations! You have been selected as a potential winner in the *Win a Mountain Bike!* sweepstakes organized by **TestCo**. To claim your prize, you must complete and submit this form. This is an affidavit to verify your eligibility, release the sponsor of liability, and authorize the sponsor to use your identity for publicity purposes as stated in the Official Rules. If you have any questions, please consult [the Official Sweepstakes Rules](#).

Your Prize: A new Mountain Bike, delivered to the home of the winner.

First Name

Last Name

Address

Address (2nd line)

City

State/Province

ZIP Code/Postal Code

Country

Date of Birth (m/d/y)

Day Time Phone

Social Security Number

US Residents Only *

* Social Security Number is required for prizes worth \$600 or more. Your SSN will be used only for tax purposes, and is required in order to claim the prize.

In order to receive your prize, you'll need to agree to the following three terms.

Please check all three:

☐ I have read and agree to the rules of the sweepstakes and certify my eligibility.

☐ I agree that the sponsor may use my name and likeness for promotional purposes as stated in

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FIG. 14

Web Browser 150

Winner Winner Information - Microsoft Internet Explorer provided by Kenyon & Kenyon

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Address http://sweepstakes.doubleclick.net/exec/managerwinner?id=28611mode=show

Submitted Affidavit

Affidavit Item	Answer
First Name	Jane
Last Name	Smith
Address (1)	29 Hawk Road
Address (2)	
city	Eagleton
State/Province	NY
Postal Code	10023
Country	USA
Social Security No.	999-99-9999
Date of Birth	08/08/80
phone	777-777-7777
Winner asserts their eligibility	Yes
Will Allow Use of Name/Likeness	Yes
Winner releases sponsor from liability.	Yes

Take Action on Potential Winner

The winner has filled out the online affidavit and the information appears above. Check it carefully to make sure the winner is eligible to receive the prize according to the rules. If so, mark their affidavit as acceptable. If not, disqualify the winner and you will be able to pick another.

Action: ☐ Accept Affidavit ☐ Disqualify Entrant

Sweepstakes Manager's Notes (stored with record):

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FIG. 15

Web Browser 150

DoubleClick Sweepstakes Entry Viewer - Full Entries - Microsoft Internet Explorer provided by Kenyon & Kenyon

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Address <http://sweepstakes.doubleclick.net/exec/displaydata?db=testsweep&id=0&page=0&action=CREATE>

DoubleClick Home Create Manage My Account Logout Help

DoubleClick Sweepstakes Hello, Test User

All Entries

View Entries Download Entries Email All Entrants
Statistics Edit Entry Form Other Manage Options...

Win a Mountain Bike!

There are 3 entrants.
Page 1 of 1 Displaying 10 entries per page. [Change?](#)

Response	Entry Date	First Name	Last Name	Email Address	Yes, I want TestCo to notify me by ...
Sort	Up Down	Up Down	Up Down	Up Down	Up Down
View Edit Delete	2001-01-28	John	Doe	John@Doe.com	no
View Edit Delete	2001-01-28	Jane	Smith	jane@smith.com	yes
View Edit Delete	2001-01-28	Jack	Tyler	jack@tyler.com	yes

Powered by [DoubleClick Sweepstakes](#)

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FIG. 16

Web Browser 150

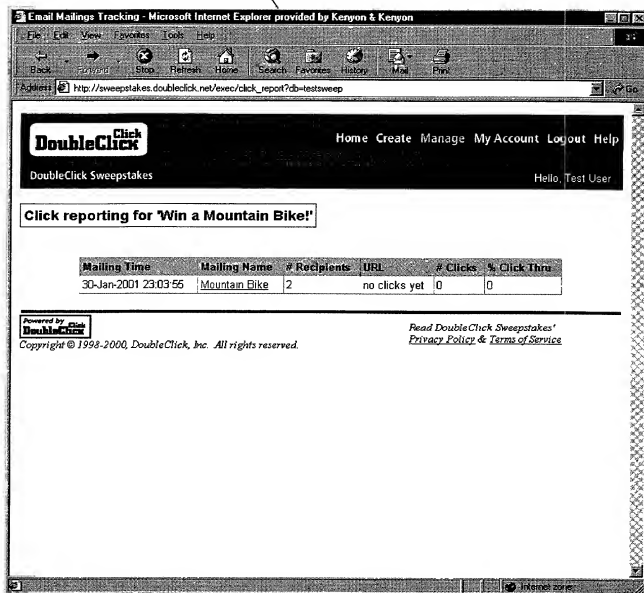


FIG. 17